



Sell with Soul: The Smart Agent's Guide to an Extraordinary Career in Real Estate

JENNIFER ALLAN

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In *Sell with Soul*, Jennifer Allan shares her rise from nervous rookie agent to successful real estate broker in this witty and relatable guide. This book is an answer to every new agent's daily quandary: "What do I need to do today and how do I do it?" *Sell with Soul* is written by a "real" real estate agent - one who is willing to share her early insecurities, mistakes and missteps with you. She describes everyday dilemmas and creative solutions, shows you innovative marketing plans and concrete organizational tools. Jennifer's simple strategies will save you a tremendous amount of time figuring out what works...and what doesn't. Most importantly, Jennifer shows that you can be successful and still have "soul" - that is, be an honorable, respectful person. That even though you're paid on commission, you can adhere to the "Golden Rule." This book is perfect for new licensees, but will be also be helpful for experienced agents looking for a fresh approach. Reader Reviews "I'm reading every real estate-related book I can get my hands on, including the big names, and by far, have found your book the most useful, helpful and entertaining. It is packed with information that is not taught in real estate school and is invaluable to a new agent. I can't say enough good things about your book. You are the agent I aspire to be once I am in the business." "In my quest to become the best darn agent I can be, I have read too many books to count. And none of them talked much about selling with integrity, much less making it enjoyable. I can't thank you enough for the very practical, doable, down to earth ideas you put in your book. I believe it will make a big difference for me."

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